

Building a Brand

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PEPs

Purpose

- To explain how a product/brand is taken to market

End products

- You understand the basic marketing principles and sales fundamentals of brand building

Standards

- 1 hour session
- Ask questions at any time
- Interactive - please contribute

Agenda

- What is a brand?
- The Brand building framework
 - The who
 - The what
 - The how
 - The where
- Building Brand sales fundamentals
- Questions

What is a brand?

30 second exercise

- Write down your 5 favourite brands

5 min exercise

- For each of your 5 brands note down
 - if you own anything by this brand
 - how often you purchase it?
 - 3 reasons why you like/love it
 - How did you first hear about it

What is a brand

Exercise 2 (5 mins in pairs)

pick a brands from your list and:

1. Describe the brand character
2. Decide who the target consumer is?
3. What is its unique point of difference?

What is a brand?

Definition brand / brand name n

a trade name for a product or service produced by a particular company.

a distinctive type or kind of something

a name, usually a trademark, of a manufacturer or product, or the product identified by this name

Building a Brand



Assessing the landscape



External Environment

Competition

Market place

Number of consumers

Political considerations

Strategic Target
Prime Prospects
Secondary Targets
Shadow Targets



Who

Strategic Target Definition

- The strategic target is the segment of consumers to whom your strategic benefit/equity is differentiating, relevant and important
- Delivers sufficient profit to meet business objectives

Prime Prospect Definition

- Prime Prospects are subsets of the strategic target from whom most near-term growth will come

Other Target Definition

- Secondary (shadow) Target (optional): Consumers outside strategic target but represent significant opportunity□□

Who

How could you identify them?

- Heavy spenders/users
- Users of potential 'partner' brands
- Through other experiences (historical, geographical)
- Image/equity fit

What do you need to know about them?

- Demographics
- Psychographics
- Lifestyle
- Habits
- Media consumption
- Shopping characteristics
- What makes them tick



↓

Overall Equity
Benefit Equities
Reason to Believe
Brand Character
Consumers Experiences

How To Define Your WHAT

- **EQUITY** – What does my brand stand for in the hearts and minds of my consumer?
- **POINTS OF PARITY** (Emotional + Performance) – How similar is my brand to other brands?
- **POINTS OF DIFFERENCE** (Emotional + Performance) – What makes my brand different from other brands?



Brand example:

- **Equity – Liberating you from the burden of your laundry**
- **Points of difference**
 - Brilliant cleaning and stain removal
 - Superior whiteness
 - No colour fading

Christian  Aid

Charity example:

- **Equity – We believe in life before death**
- **Points of difference**
 - Strengthen people to find their own solutions to the problems they face
 - Empower people to reform the systems that keep them poor

Without PoDs...you will just blend in NOT stand out



Sharp Points of Difference are key...

- Sharp Points-of-difference must be ...
 - Desirable
 - Differentiating
 - Specific
 - Inspirational
-
- Consider performance, emotional and experiential equities
-
- POP's - are still important to negate competitors' points-of-difference, points-of-parity may be needed

Generic vs. Sharp POD's

Superior Scent



Intoxicating scent
experience

Better aroma



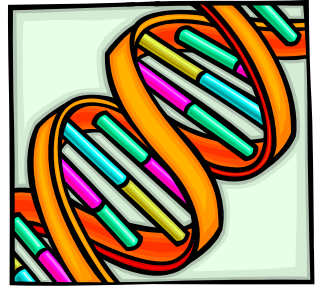
Fresh, eye-opening
aroma

Long Lasting
Freshness



Multi-sensory
Experience that creates
a moment for me

Brand Equity



“Your Brand’s DNA”

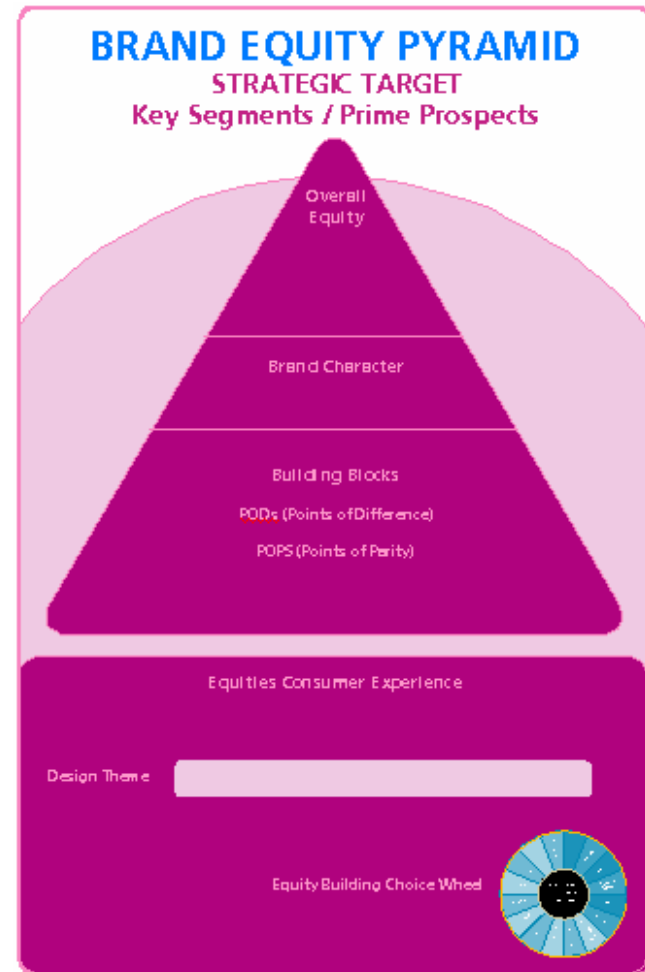
Inspirational, memorable and crisp idea that captures what the brand to stand for in the target’s heart and mind versus competition.



In summary.....

- WHAT.....

– Captures the essence of what you want your brand to stand for in the hearts and minds of your consumer





Communicate message or equity
Meet business objectives

How

Exercise (groups of 3) 60 seconds

- List all the different ways in which you receive marketing communication

What

Exercise 2 (same groups)

- List the pros and cons of TV, Radio, Direct mail. What are they good for, what are they bad for?

The marketing plan

Combine your knowledge of your consumer, your brands POD / equity and HOW to communicate to your consumer ...and talk to the consumer at different touch-points e.g.

- Awareness building, reminding, advocacy, trial and of course IN STORE

Driving sales in store

How many lines does the average:

- 1) UK Supermarket stock?
- 2) UK Hypermarket stock?
- 3) UK convenience store?

How do you win in this environment?

1st Moment of TRUTH

What is the 1st moment of truth?

When a consumer interacts with YOUR brand & other competing / substitutable brands AND wants to purchase.

Winning @ 1st Moment of Truth (FMOT)

Exercise (groups of 3)

- Brainstorm all the things that influence what you choose @ the FMOT in a supermarket
- 5 mins
- Share back to the group

Sales Fundamentals

- Price
- Range
- Distribution
- Promotion
- Education
- Display
- Merchandising

Price

- Absolute price point
- Price relative to competition
- Price discount based on size

Range

Number of diff stock keeping units
(SKU's) e.g

- Different sizes
- Different flavours (detergents)
- Limited editions (confectionary)
- Differentiated packaging (DVD / CD's)

Distribution

Where is the brand on sale

- Which retailers (real / virtual)
- How many stores within a retailer (hypermarket - convenience)
- Broad scale v limited dist (e.g. luxury goods v chewing gum!)

Promotion

Exercise (groups of 3)

- 90 seconds to write as many different promotion mechanics as you can (e.g. buy one get one free)

Promotion

- What is the brand's promotion strategy / mechanic relative to
- Competition
- All products in the store
- The objectives of the promotion e.g. Half price or save 33% v's Bogof or Buy 3 for 2

Education

- What are shopper barriers at the FMOT?

Education

- What are shopper barriers at the FMOT?
 - Price/ value
 - does it do what I need
 - how does it work
 - Is it better than this cheaper brand

Education

Important to deal with purchase barriers at first moment of truth

- Leaflets
- Packaging claims
- Samples to touch or feel or even use
- Reframe value (e.g. number of uses, what this will save you...)
- People!!

Display

Make your brand **standout** to all shoppers not just those looking for you!

- At till points
- On ends of aisles
- Mid aisle display
- Front of store
- Pallet displays
- Demonstrators

Merchandising

How you look on shelf

- Place on shelf (top middle or bottom)
- Share of shelf
- Share of Sku
- Brand blocked
- Vertically merchandised or horizontally merchandised

The End result

- By getting your sales fundamentals right you will be able to communicate to the consumer in store and get them to choose your brand v competition!

Questions

